MRS Budget Comparison

Item	riginal Budge	1st Rev	2nd Rev	Latest Budget	Var. vs. OB
Penske Driving School per contr	4,625,000	4,625,000	4,625,000	4,875,000	
Materials	895,800	912,300	857,300	857,300	
MRS Banners	0	0	0	50,000	
Hospitality (On-Site)	277,000	363,000	406,000	608,000	
Travel	1,160,800	1,161,000	0	0	
Fulfillment Vendor	750,000	1,200,000	3,652,819	4,289,319	
Sweeps Judging Vendor (DL Blai	225,000	225,000	558,617	558,617	
Leo Burnett	0	0	305,000	305,000	
Security (Manis/Sako)	700,000	500,000	600,000	900,000	
Public Relations	20,000	20,000	20,000	5,000	
Celebrity Appearences	170,000	170,000	170,000	130,000	
Dedicated Photographer	40,000	40,000	40,000	150,000	
Instructional/Promo Video	100,000	100,000	182,000	328,000	
Additional Racing School Insura	100,000	0	95,000	280,000	
Dry Run Test School	343,223	140,850	0	0	
Cash Prizes for Consumers	0	675,000	0	0	
Consumer Cashouts	0	0	0	250,000	
Total	9,406,823	10,132,150	11,511,736	13,586,236	

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Source: https://www.industrydocuments.ucsf.edu/docs/xmkm0004